

# Farm & Market Report

## Massachusetts Department of Food and Agriculture

Vol.77, No. 10

November 2000

### Western Mass. Food Processing Center Funded

GREENFIELD -- State Senator Stan Rosenberg (D-Amherst), State Food and Agriculture Commissioner Jonathan L. Healy, state Representative John Merrigan (D-Greenfield) and representatives of Congressman John Olver (D-Amherst) and the USDA have announced grants totaling more than \$500,000 for the Western Massachusetts Food Processing Center.

The Department of Food and Agriculture is awarding \$464,000 to the Franklin County Community Development Corporation for a portion of the cost of developing the Food Processing Center. The USDA Rural Business Enterprise Grant program is providing \$78,000 in federal funds.

The Western Mass. Food Processing Center will consist of a commercial kitchen, cold and dry storage space and a packaging area. The Center will allow businesses to rent the facility on a time-share basis instead of investing in expensive equipment and has the potential to generate new revenues for agriculture and specialty food producers in the area.

Rosenberg said that the Center will help small businesses in western Massachusetts be more competitive by saving them money, and will help local farmers by expanding the market for their produce. Consumers will also benefit by having more choices.

"I am very pleased that, with this funding, plans for the Western Mass. Food Processing Center will now move forward," Commissioner Healy said. "This facility will foster the viability of area farms by providing an opportunity to add value to locally harvested farm produce through processing. It will also be a great resource for our specialty food producers." ■

### Proponents Urge Development of a Boston Public Market

BOSTON -- An indoor year round public market would be a welcome addition to the Boston landscape, according to a study generated by the Mass. Department of Food and Agriculture and the Friends of the Boston Public Market, and other groups who met recently in Boston.

Consumer surveys at several area markets showed that shoppers would like to see such a public market offering fresh Massachusetts fruits and vegetables, seafood, fresh meats and poultry, dairy and egg products, specialty foods and horticultural products. According to the study, funded in part by the U.S. Department of Agriculture, a Boston Public Market development could generate the following impacts:

- \$16 to 20 million in primary returns to producers and vendors, local businesses and the market itself
- Direct employment of 250 full-time workers and 200 part-time workers earning more than \$7 million annually
- Attract about 1.8 million shoppers annually
- Stimulate an additional \$15 to 20 million a year in spending at shops, boutiques, cafes and other nearby small businesses
- Attract additional retail, service and other activities to locate in the vicinity.

Direct and indirect impacts and multiplier effects are estimated to generate a total impact of \$60 to 80 million annually for the city of Boston. A full mixed-use market would include 20 to 25 permanent vendors of fresh fruit and vegetables, seafood, meat, poultry and dairy products inside the year round indoor market. Some 20 to 25 seasonal vendors of fresh local produce would participate outdoors in the late spring to late fall season.

In addition, the market would accommodate a specialty grocer offering a wide variety of Massachusetts spe-

cialty food products. A wholesale distribution center and two restaurants are other considerations to help provide internal funding and support which would provide up to a 33 percent subsidy to both permanent and seasonal vendors.

General locations for the market were analyzed in this research project. A central downtown location with high income neighborhoods would support a mixed-use public market development of 40,000 square feet. A more decentralized western city location with

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### Central Mass. Farm Product Guide A Success

Finding the freshest, highest quality food possible in Central Mass. became easier this summer. A diverse group of Central Mass. farmers, community leaders and advocates have assembled to produce a durable, and informative Central Mass. Farm Product Guide for 2000. Funded by the MDFA, this guide lists farmers' markets and farms in Central Mass. that can supply consumers with the highest quality produce available.

The guide includes a map of the area with an index of farms and farmers' markets by town. Each farm lists its products and services, hours and phone number as well as unique programs.

The guide and a new web site at [www.centralmassfresh.com](http://www.centralmassfresh.com) are part of a regional "buy local" campaign for Central Mass. Call David Petrovick at 978-355-4519 to request a copy of the guide or to learn more about the campaign. ■



This publication is available in alternate formats upon request and on the World Wide Web at [www.massgrown.org](http://www.massgrown.org).



## Commissioner's Column

### Time to Change

by Jonathan L. Healy

It is tough to change. The global economy facing us threatens the future of many of our farms and agricultural businesses. Who would have thought a few short years ago that our flagship cranberry industry would be facing its present crisis?

Our Department is also facing many of the difficult issues surrounding change. It is nice to keep doing what we have been doing for the foreseeable future but we have to ask ourselves questions like whether helping a profitable industry export makes sense when it takes away from the ability to help market more needy commodity groups?

The Internet gives a great example of fast change. We at DFA are grappling with how we can best help farms market their products electronically. I'm hopeful that our web site, [massgown.org](http://massgown.org), is helpful in bringing some business to your farm. I don't think, however, that it makes much sense for government to be operating an e-commerce site. As a farmer, I know I could do quite a bit more business over the Internet but questions remain. How do I deal with credit cards? How would I truck material to Arizona? How can I do more business but not so much that my limited supply is stretched too thin?

I'm pleased to be working with other partners who are wrestling with the same issues. Kathy Carroll and some of the folks at the Electronic Enterprise Institute have arranged an e-commerce seminar series for agricultural businesses to answer some of our questions.

The series looks excellent. The Feb. 14 and Feb. 28 sessions look especially promising. On the 28th, the topic is the business impact of the Internet: a look at the horticulture/agriculture industry. My guess is that quite a few of us could be missing a great opportunity in not fully accessing the marketing potential of the internet.

If you are interested in more information on this important topic, please call Alice Szlosek at 413-545-

## FARM-CITY CONNECTIONS

### "It's Your World!"

Twenty lesson activities presented by Mass. Agriculture in the Classroom are ready for grades k-8 teachers. The lessons focus on various Massachusetts agriculture products and related topics such as farming statistics and trends, careers, soils, nutrition, school gardens and farmers' markets. They reflect the changing face of agriculture and education in the state.

Lessons are closely related to the Massachusetts agriculture frameworks and offer hands-on activities; a resource guide provides additional charts, tables, and valuable contacts for teachers.

Teachers can order the "It's Your World" curriculum direct, and producers can also order for nearby schools: to receive a copy, send a check for \$12 payable to Massachusetts Agriculture in the Classroom, P.O. Box 345, Seekonk, MA 02771.

The curriculum project funded by Ag. in the Classroom began at the School of Education, UMass/Amherst under the direction of Dr. William Thuemmel. Added lessons and reformatting have been provided by board member Alex MacPhail; relating them to the curriculum frameworks was accomplished by Erna Lampman, a teacher at New Marlborough Central in the Southern Berkshire Regional School District; editing has been provided by this Department.

### Meetings and Workshops - Agriculture and Education

"It's Your World" will be offered at the Mass. Science Teachers convention in Worcester in early November and also at a teachers' workshop at Allandale Farm in Brookline November 4th. Other Ag in the classroom workshops include:

- Tissue Culture, February 10, 2001, Nourse Farm, Whately
- Soil Mapping/GPS, March 10, 2001, Bonanno Farm, Methuen
- Integrated Pest Management, March 31, 2001, UMass Amherst

Workshops run from 9 am to 3 pm and include 10 professional development points, lunch and resource materials. For more information, call Debi Hogan at 508-336-4426.

This fall Ag in the Classroom has exhibited/participated at the Farm City Festival in Canton, Eastern States Expo-

sition in West Springfield and Brookwood Farm Harvest Day in Milton. The organization is always in need of volunteers to staff and assist on these projects. If you are interested in getting involved, or contacting schools in your area, please contact Debi Hogan, give me a call at 617-626-1735, or email [jchristensen@state.ma.us](mailto:jchristensen@state.ma.us). Thank you! ■

### Growing Minds Through School Gardens

A conference for educators and community partners centered on school gardens will be held December 2 at UMass Amherst and December 9 at UMass Boston. The Mass. Department of Food and Agriculture and UMass Extension are sponsoring the conferences with the goal of beginning to build a Massachusetts network of support for learning through gardening in the classroom.

The conference is the outgrowth of meetings this year by a small group of educators and horticulturists concerning the promotion and development of school gardens across Massachusetts.

Breakout sessions, a short lunch and a greenhouse tour will follow morning presentations and discussions. Panel participants will include representatives of Massachusetts schools (K-12), community groups, businesses, universities, organizations, and government agencies.

For more information, please contact Linda Honan at 413-545-2396 or Lieza Vincent at 617-626-1703 or email [Lieza.Vincent@state.ma.us](mailto:Lieza.Vincent@state.ma.us). ■

### Farm & Market Report Monthly

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Secretary of Environmental Affairs

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Commissioner of Food and Agriculture

Richard Hubbard  
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Steven Quinn, Chief, Bureau of Fairs  
James Hines, Director, Dairy Services & Animal Health  
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DFA Online: [www.massdfa.org](http://www.massdfa.org)  
Mass. agriculture info: [www.massgown.org](http://www.massgown.org)

## Outdoor Classroom Program Announced

The Executive Office of Environmental Affairs (EOEA) announces the 2000-2001 Outdoor Classroom Program. This funding opportunity is designed to support efforts at the Commonwealth's schools and public spaces to utilize the nearby outdoor natural environment to teach students the principles and ethics of environmental protection.

This program will provide resources to teachers, parents and school officials to utilize natural areas nearby the school as an environmental teaching resource.

Through the development of guided trails, site restoration, activities, biological inventories and outdoor curriculum development, teachers can better utilize the natural environment, however limited, that lies nearby their school. By developing these natural classroom environments, the teaching of environmental education and ethics can be greatly enhanced.

Individual contracts will be awarded \$2,500 on a competitive basis. Funding available from now to January 31st, 2001 on a monthly rolling basis. Please contact Melissa Griffiths at 617-626-1114 for more information. ■

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moderate income neighborhoods would support an indoor, year-round farmers' market concept of 20,000 square feet.

The Boston Public Market would be owned and operated by a combined private/public development corporation or authority. It would offer high quality local produce, foods and horticultural products as well as neighborhood revitalization, a community gathering place, a visitors center and space for educational programs, public meetings and events.

The Friends of the Boston Public Market which has been meeting for two years represents a broad range of interests from government agencies to architects, chefs, a legal firm and Boston neighborhoods.

The study was made possible through funding from a USDA Federal-State Marketing Improvement Program grant, the City of Boston and Friends of the Public Market. ■

## CSA Brochure to be Updated

The Department would like to update its Community Supported Agriculture (CSA) directory for the upcoming season. If you would like to be included in this listing, please call Anneli Johnson at 617-626-1755 and leave your name, farm name, address and phone number or e-mail it to [anneli.johnson@state.ma.us](mailto:anneli.johnson@state.ma.us). We will include your CSA it in the 2001 directory prepared for the consumer distribution. Deadline Jan. 15, 2001. ■

## Space Open on Highway Attraction Signs

The Mass. Highway Department has informed us that there may be space available on attraction signs on limited access highways.

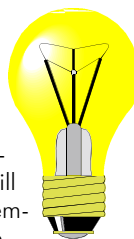
Attraction signs are the large blue signs on federally-funded major highways. These signs are not part of the Agricultural Directional Signs for the non-limited access state roadways.

Farmers who see an attraction sign located near their business, with available space, please contact Anneli Johnson, MDFA, 617-626-1755 to receive the Attraction Sign Application. The form will be forwarded to the regional highway district director. ■

### Farm Energy Discount Renewal Time

#### Massachusetts

**farmers:** It's time to renew your application for the Farm Energy Discount. Renewal forms will be mailed in early November, so please watch the mail. If you do not receive a form in the mail this month, please call Janet Lafond at 617-626-1702.



### MASSACHUSETTS FARM FACT

Bay State turkey growers raised some 80,000 birds in 1998 with a farmgate value of more than \$2.5 million.

## CLASSIFIEDS

Maxi-Harvester for vegetables with three heads (beans, corn, peas, peppers) \$7500. Pictures and other equipment at [www.fiddlehead-farm.com](http://www.fiddlehead-farm.com). Call 802-484-3015 or e-mail [fiddlehd@sover.net](mailto:fiddlehd@sover.net).

Clean rye straw for sale, \$4/bale at the farm. 413-786-2489.

Natural foods - selection of chile bases and barbecue sauces that are all natural, healthy, safe, fresh, and award-winning. Birch Hill Country Foods, ph/fx 978-297-1783 or [www.masy.com/birchhill](http://www.masy.com/birchhill).

Help wanted: wholesale greenhouse specializing in geraniums seeking full time employees - salary based on experience - call 978-443-8851 or e-mail [BarlettGhse@aol.com](mailto:BarlettGhse@aol.com).

Business solutions for the food and agricultural industry. Business planning and financing assistance. Experienced. References. Send for our brochure. Wood Pratt, Sherwood Consultants, Brookline, MA, 617-232-8818, fax 617-277-0126, [spratt@quik.com](mailto:spratt@quik.com).

2000 ton top quality corn silage, 413-772-0790.

For sale: New Holland 273 PTO baler, v.g. condition \$1600. Vicon 17' tedder, v.g., \$1200. Mulch hay \$2.25 per bale and up, delivered. 603-924-4263.

For sale: Ford 1910 tractor with loader. 28HP, 2WD, 149 hrs, mint cond. \$8900. IH 7' sickle bar mower, 3PT, PTO, model 1300. Village Power Equip., Berlin, MA, 978-838-2484.

Tree spade for sale: Vermeer 30' 4 blade spade, articulating M30 Vermeer tractor, and loader \$5400. 413-528-0050 or [treefarm@massed.net](mailto:treefarm@massed.net).

Closeout sale: 7 mil plastic t-shirt bags, \$12.50 per thousand. Pick up in Worcester. Call Andy, 800-448-0045.

Two double rows of approx. 80-100 plants each of 2 year old purple coneflower (Echinacea purpurea). Organically grown, excellent growth in 2000. Bob's Everlasting, 413-323-9213.

Greenhouses for rent. 8,000 sq/ft. Rolling benches, heat/vent. controls, automatic watering sys. Wood fired boiler, fire wood incl. Outdoor space avail. Franklin, MA 508-528-6862.

RI Red chickens - hundreds avail. from MDFA insp. flock. Ages 1 wk to 4-5 mos. \$1.50 to \$3 dep. on age. Also ducks (some with crests) \$4 each. 508-278-5017 or [info@ArrowheadAcres.com](mailto:info@ArrowheadAcres.com).

Cranberries for sale from directly from the grower in lots of 30 LB crates, 3 lb bags or 1 LB boxes. To place orders, call Peter at 508-888-7676.

From our show flock, 3 reg. Suffolk rams on USDA cert. program & NSIP. Produce fast-growing lambs. \$350 & up. Stony Farm, Holden, 508-829-4556.

NOFA/Mass cert. organic lamb & cert. organic hay for sale. Lamb is grass fed, hay is from fertilized fields. Cardinal Brook Farm, Petersham, MA, 978-724-3314.

LABELS: lowest prices, custom printed. Any size, shape and quantity. Call Michael Langley 508-634-2040 at Kokua Printing/Packaging.

**DEADLINE** for the next issue of the Farm & Market Report will be November 22.

### How to Place a Classified Ad

Classified ads are accepted free-of-charge on a first-come basis only. Limit: 25 words. Be sure to include a phone number. No display ads will be accepted. Only one listing per issue unless space permits. Ads may run in consecutive issues, space permitting, providing we are notified before the deadline for each issue.

Ads must be of interest to Massachusetts farmers. The Mass. Dept. of Food and Agriculture reserves the right to refuse any listing it deems inappropriate for publication.

Send typewritten or neatly printed copy to: Farm & Market Report, Mass. Dept. of Food and Agriculture, 251 Causeway St., Suite 500, Boston, MA 02114, fax: 617-626-1850, [dbaedeker@state.ma.us](mailto:dbaedeker@state.ma.us) or call 617-626-1752.

# Calendar Photo Contest Winners Announced

## 2001 Mass. Agriculture Calendar Published

A 2001 Massachusetts Agriculture Calendar has been published by the Department of Food Agriculture featuring the winning photos from this year's Massachusetts Agriculture Calendar Photo Contest. A photograph was selected for each month, plus a cover photo; the 13 pictures portray local farms and products throughout the seasons.

In addition to the winning photos, the calendar features facts about Massachusetts agriculture, dates when local crops are in season, and information on printed and web-based directories of local farms and products.

Photo contest winners were: Cover: Nancy King, Northfield. (Corn field at My Valley Farm); January: Nancy King, Northfield (Winter scene at My Valley Farm); February: Robin Paris, East Falmouth (Heart of the cranberry harvest in Wareham); March: Joan Baush, Westfield (Ice Sugar house, Ashfield); April: Ann Starbard, Sterling (Goats at Play at Crystal Brook Farm); May: Fran Imhoff, Berlin (Rock wall w/blossoms at Berlin Orchards); June: Faith Everett, Williamsburg (Cow at Hemenway Hill Farm); July: Glenn Richard, Sterling (Green tomato); August: Susan Abrahamsen, Hudson (Sunflower at Small Farm in Stow); September: Sarah Bullock, Plymouth (Apple at Marino Lookout Farm in Natick); October: Karen Rowe, Worthington (Two children at High Hopes Sugar house in Worthington); November: Brad Maher, Orleans (Toddler in cranberry field); December: Patricia Lewandowski, Warwick (Winter scene in Athol).

## Calendar

- ◆ Nov. 15 **Hilltown Business Roundtable**, 6:30 -9:00 pm at the Davenport School, Rte. 143, Chesterfield. Sponsored by the Hilltown CDC. Small business owners should bring business cards, brochures, packaging, and other advertising materials. Discussion will cover the effectiveness of various marketing techniques. A panel of marketing experts will be on-hand. Please Rsvp to Marge Pringle, 413-296-4536.
- ◆ Dec. 4, 11 & 18 **Exploring Your Business Dream**, 6:30 - 9:30 pm at the New Hingham School Library, Smith Rd., Chesterfield. Sponsored by the Hilltown CDC. Fee: \$60; some scholarships available. This series is a pre-requisite for the Spring 2001 NxLevel business class. Pre-registration is required. Call Marge Pringle, 413-296-4536.
- ◆ Jan. 15-22 **16th Annual North American Farmers Direct Marketing Association Conference and Trade Show** -- Diversity in the Desert -- at the Sheraton Mesa Hotel, Mesa, AZ. Includes workshops on a variety of marketing topics, tours of direct marketing operations and a 100 exhibitor trade show. For more information, call 888-884-9270, e-mail [nafdma@map.com](mailto:nafdma@map.com), or visit [www.familyfarms.com](http://www.familyfarms.com).
- ◆ Jan. 26-28 **Boston Cooks!** at the World Trade Center, Boston. A three-day expo featuring over 100 exhibitors showcasing recent trends and innovations in the kitchen and culinary industries. Local and national celebrity chefs, culinary round tables, cookbook signings, seminars and sampling are featured. Tickets go on sale Jan. 9th at Stop & Shop supermarkets for \$10 and through Ticketmaster for \$12 at various locations or by calling 617-931-2000. Tickets may be purchased at the door for \$12. Children 12 and under free.
- ◆ Feb. 3 **14th Annual NOFA/Mass. Winter Conference**, at the Quabbin Regional High School, 800 South St., Barre. Sponsored by the Northeast Organic Farming Association/Mass. Chapter. For more information, call Elaine Peterson, 508-928-4707.

Each winner received a certificate, a "Massachusetts grown...and fresher!" logo merchandise item, two tickets to the The Big E, and two complimentary calendars.

"This calendar will educate consumers about the rich diversity of agriculture in the Bay State," said Commissioner Healy. "I'm sure folks will enjoy viewing these attractive pictures throughout the year while learning about farming in Commonwealth."

Calendars may be purchased for \$5.00 each; proceeds will benefit Massachusetts Agriculture in the Classroom, a non-profit organization that works with teachers throughout the state in developing classroom materials. Send a check payable to *Massachusetts Agriculture in the Classroom* with your name and address to: Calendar, Mass. Dept. of Food and Agriculture, 251 Causeway Street, Suite 500, Boston, MA 02114. ■

11/00

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